River City Express

A publication of the NASWA "Workforce Intelligence Summit 2002"

## Today's Conference Highlight

Lunch
Guest Speaker

Kevin M. Johnson
President of the St. Hope Corporation and former NBA All-Star with the Phoenix Suns

Lessons in leadership for community and economic development. How can we use innovation, intelligence and commitment to improve the economic health of our communities and lives of our citizens?

*11:30 am to 1:00 pm
Terrace*
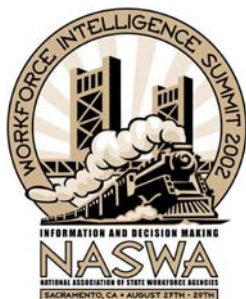
General Session: A Discussion on the National Perspective of Workforce Needs

Against a backdrop of reauthorization for TANF and WIA, EDD's Chief Deputy Director, Sam Rodriguez, opened the second day of the Workforce Intelligence Summit by introducing a lively discussion on workforce information delivery on the national scene. Grace Kilbane from the Employment and Training Administration introduced new directions at the federal level that will focus on workforce investment as an economic system with a social benefit, rather than the other way around. She said our workforce system must become demand driven; using business needs to drive the system. Jack Galvin, BLS' Associate Commissioner and a member of the Workforce Information Council, reviewed the cooperative policy councils for each federal program. He said that BLS recognizes the need to deliver more local and timely data and used the OES program as his example. He also talked about the Job Vacancy Statistics program to develop methods and the ability to survey employers to get timelier customer feedback. Illinois LMI Director Henry Jackson stressed his mantra of making workforce information responsive to the local level while ensuring we remain open to new ideas at all levels.

General Session: What Customers Want

Former California State Senator Patrick Johnston, introduced the session on "What Customers Want" by saying that citizens need good LMI to effectively participate in the workforce and to receive better services. Recognizing that not all LMI customers are job seekers, Senator Johnston also pointed to the need for equity and fairness in the distribution of monies directed toward fostering industrial development. Jean Ross, the Executive Director of the California Budget Project said California deserves good grades for making data accessible through the Internet. However, she noted that large government bureaucracies have big silos and agencies need to set up more collaborative systems. Robert G. Burris, a Deputy Director with the Sacramento Area Commerce and Trade Organization said he has no problem accessing LMI and depends on credible data.

The Weather

Today
Thursday
August 29, 2002

☼ High 95
☾ Low 59

Tomorrow
Friday
August 30, 2002

☼ High 91
☾ Low 57

Session Notes from Wednesday, August 28, 2002

Workforce Intelligence Services to Employers

Dixie Sommers, Executive Director of the Workforce Information Council (WIC), opened the session with an overview of the challenges workforce intelligence professionals face as they design and deliver new products and services. Jay Mousa, Research & Statistics Director of the Minnesota Department of Economic Security, gave an outline of the Job Vacancy Survey (JVS). The JVS software package includes sample selection software, data capture software, and estimation software in addition to methodology and survey instruments designed to help States conduct their own job vacancy surveys. Phillip George, LMI Director for the South Dakota Department of Labor, explained the usefulness of their Community Labor Profile, which highlights the Labor Pool Availability Survey as opposed to unemployment rates as an indicator for potential labor supply. George Nazer, Director of the LMI Bureau for the New Hampshire Department of Employment Security, discussed the wage and benefits survey product developed in response to employers' need to provide proper compensation packages to their labor force. Graham Slater, Manager of the Research and Employment Service Program for the Oregon Employment Department, discussed Oregon's most innovative service, an increase in field office personnel. By creating field office analyst positions, employers will receive more services, including customized reports.

Industry Clusters

Ted Bradshaw, Matt Eary, Randy Murphy and Paul Wessen discussed a variety of methods to identify industry clusters before they outlined potential uses of the analyses. Industry clusters are groups of inter-related and export-oriented industries that drive growth in local areas. Cluster recognition can help practitioners understand the strengths of their regions and capitalize on those strengths to increase the standard of living. Economic development and policy makers can use the analyses to strengthen existing clusters by attracting related industries to the region and helping the clusters expand. Economic development and workforce and education and training agencies have embraced the industry cluster concept and linked it with occupational and other workforce data to develop a comprehensive economic and workforce strategy. Other entities are focused on developing tools and standardized methods for local economic practitioners to use to identify clusters themselves.

User Friendly Websites

"If it isn't usable, they won't." These words from Brock Allen, PhD, echoed the sentiments of all four panelists for the User Friendly Web Sites break out session. All visionaries, these experts in product usability and crusaders for a new order of usable Internet sites shared their words of wisdom with the audience. "Failure of customer-centered designs" was the key focus for Bob Wilson, president of his own consulting firm.

"Knowing your customer and understanding their capabilities and needs is critical for successful web site development." Planning the development process to include usability testing early and often was cited by Greg Weeks, PhD, LMI Director for Washington State. Working through an iterative process, a developer can use focus groups and other information sources to develop a better product for their customer.

Wendy Lazarus, MPH, Director and Founder of the Children's Partnership, believes it takes three minutes to get someone's interest in your website. "Users want a friendly website to look at." Helping customers identify their information needs, and find the information easily will entice customers to come back. "Make the web tool indispensable in people's lives," says Wendy Lazarus.

Workforce Intelligence for Career Exploration

The panel discussed the role of workforce professionals and the uses of LMI as it relates to career decision-making. Sumyyah Bilal said we had a glut of teachers in the USA during the early 1970s. Even though reliable LMI existed, educators and career counselors were reluctant to use it because it was not in a language they could understand. She said a key to achieving success in using LMI for career exploration is ongoing communication between career professionals and LMI professionals to bridge the language barriers. Doug Reamer followed up by saying that the challenge in many states is for LMI data collectors to translate "LMI-ESE" into language that satisfies the needs of career development professionals. Jay Mousa noted that we should repackage data into useful, understandable information. Charlsey Cartwright pointed out that there are successful examples of re-packaging LMI in friendly formats, including California's Golden State Career Videos.

Showcase Room

All attendees at the Railroad Museum Reception were highly entertained!

Performance Management Intelligence

Dr. Barry Goff defines the system before defining performance measures to determine outcomes. To define the measures, he considers whether the measures will be useful to the audience and where there are gaps in what is measured. Dr. Richard Moore, focused on the "Scorecard Approach," which looks beyond the "bottom line" and links performance measures to incentives and sanctions, because programs perform better when they receive funding based on outcomes. Duane Whitfield, Director of Florida's Education and Training Placement Information Program (FETPIP), amazed the audience when he described FET-PIP's premier performance intelligence gathering system. In addition to collecting data required by WIA, FETPIP gathers data on entered employment, wages, return to welfare, and customer satisfaction on the welfare and Wagner-Peyser programs using Wage Record Interchange System (WRIS) data.

Awards Luncheon

NASWA LMI Committee members, Maren Daley and Mary Sue Vickers, presented the NASWA Labor Market Information Awards. Maren announced that Jay Mousa, the Director of Minnesota's Research and Statistics Office was this year's recipient of the Vladimir Chavrid Memorial Award.

NASWA recognized Jay for his strong leadership in improving the quality of data, filling data gaps, and making data more accessible to a wider range of customers. State staff were on hand to accept awards for Florida's "Workforce Region 1 Occupational Highlights;" the award for One-Time Special

Research in print form went to the "Colorado Front Range High-tech Job Vacancy Survey;" the One-Time Special Research in electronic format award went to New Mexico for "The Youthful Side of the New Mexico Department of Labor," a special website for customers up to age 21.

Workforce Intelligence Partners

Trish Kelly, an economic development consultant, facilitated this panel focusing on regional partners and partnerships critical to success. Dr. Ed Kawahara, a Deputy Secretary with the California Trade and Technology Agency, explained that planners must have a qualitative analysis of a business partnership or cluster relationship conducted by business owners, CEO's, and industry associations to make the best policy and planning decisions. Jim King said that organizations must use good data as a starting point to develop relationships within industry clusters and determine where the cluster is headed. Gus Koehler zeroed in on effective networking between partners as a key to success in a context of global competitiveness.

Workforce Intelligence 101

Greg Weeks, Director of the Labor Market and Economic Analysis Branch, Washington State Employment Security Department, introduced the other panel members. Melanie Arthur, a Master Trainer for NASWA/CESER stressed that participants in training are seeking local, real, practical and relevant applications of data instead of methodologies. Joel Hessing, a Research Manager with the California Employment Development Department, described how customer-training programs have a side benefit of encouraging internal staff development. He also encouraged the participants to consider developing follow-up tools such as online user guides and navigational instruction cards. Greg noted that Washington has relied on train-the-trainer programs, but is considering adding training

duties for their own staff. Karen Leahy, Operational Support Manager, Pennsylvania Center for Workforce

Information and Analysis and representative for the LMI Institute Consortium said that

it is important for us to have training ourselves before we train others. As a result, she encouraged everyone to participate in LMI training offered by the Institute and attend the 2002 LMI Forum in Hershey, Pennsylvania.

Conference Evaluations

Conferences participants evaluated the sessions as follows:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
"National Perspective"					
Speaker(s) were informative and interesting				✔	
Topics were enlightening and interesting				✔	
"What Customers Want"					
Speakers					✔
Topics				✔	
"Industry Clusters"					
Speakers					✔
Topics					✔
"User Friendly Websites"					
Speakers					✔
Topics					✔
"Workforce Intelligence for Career Exploration"					
Speakers				✔	
Topics					✔
"Workforce Intelligence Services to Employers"					
Speakers				✔	
Topics				✔	
"Workforce Intelligence 101"					
Speakers				✔	
Topics					✔
"Performance Management Intelligence"					
Speakers					✔
Topics					✔
"Workforce Intelligence Partners"					
Speakers					✔
Topics				✔	

Thank you for participating in the session evaluations!